

	1	2	3	4
A point (of view)	A point, understanding of an issue or reason for the story is clearly communicated using digital media (text, audio, images, video, music, etc)	A point, understanding of an issue or reason for the story is somewhat communicated using digital media.	A point, understanding of an issue or reason for the story is not communicated well using digital media.	The story does not have a point.

Dramatic Question (Action/Conflict)	Holds the audience's attention by posing and answering a dramatic question or includes significant action or a related conflict that is clearly understood by the audience.	Somewhat holds the audience's attention by posing and answering a dramatic question or includes significant action or a related conflict that is clearly understood by the audience.	Is somewhat distracting or hard to follow the dramatic question, action, or conflict.	Does not hold the audience's attention because it does not pose a dramatic question, action, or conflict.
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Pacing

The pace (rhythm and voice punctuation) fits the story line and helps the audience really "get into" the story.

Occasionally moves too fast or too slowly for the story line. The pacing (rhythm and voice punctuation) is relatively engaging for the audience.

Tries to use pacing (rhythm and voice punctuation), but it is often noticeable that the pacing does not fit the story line. Audience is not consistently engaged.

No attempt to match the pace of the storytelling to the story line or the audience.

Economy

The story composition is told with exactly the right amount detail throughout. It does not seem too short nor does it seem too long.

The story composition is typically good, though it seems to drag somewhat OR need slightly more detail in one or two sections.

The story seems to need more editing. It is noticeably too long or too short in more than one section.

The story needs extensive editing. It is too long or too short to be interesting

Use of media (maps, video, audio, music, image, etc.)

Effective use of media to stir a rich emotional response, and create a distinct atmosphere or tone that matches different parts of the story.

Use of media that creates an emotional response that somewhat matches the storyline, and creates some atmosphere or tone that matches

Use of media is ok and not distracting, but it does not add much to the story; attempts to use media but needs more work.

Use of media is distracting, inappropriate or missing. Little or no attempt to create an appropriate atmosphere or tone.

different parts of the story.

Organization	Story has a strong introduction that draws the audience in and an ending that creates resolution or closure.	Story has a somewhat strong introduction that draws the audience in and an ending that creates resolution or closure.	Story opening or closing needs some work.	Both the opening and closing are weak
Citations	Media not created by the author is credited appropriately and creator has sought and submitted UTSC Media Release for all participants in the story.	-	-	Media not created by the author was not cited, and UTSC Media releases were not submitted. (this results in disqualification).
Web Accessibility	Story uses format-appropriate	Story uses many but not all format-appropriate	Story is missing most of the required, format-	Story did not include accessibility features

accessibility features in how it is created and how it is published (for example, captions, transcription, description of visual information, clear audio).

accessibility features in how it is created and how it is published (for example, many but not all of the following: captions, transcription, description of visual information, clear audio).

appropriate accessibility features in how it is created and how it is published (for example, most of the following are not present: captions, transcription, description of visual information, clear audio).

in how was created or published.